

CFDA No. 45.024  
NEAPS1502

## **Program Solicitation: Creative 2016**

### **Proposal Receipt Deadline: May 31, 2015**

The National Endowment for the Arts (the Arts Endowment) requires organizations to submit their proposals electronically through Grants.gov, the federal government's online application system. The Grants.gov system must receive your validated and accepted proposal no later than 11:59 p.m. Eastern Time on the deadline date above. We strongly recommend that you **submit at least 10 days in advance of the deadline** to give yourself ample time to resolve any problems that you might encounter.

### **Background**

For five decades, the Arts Endowment has supported a diverse array of projects and partnerships that have met the standards of Artistic Excellence and Artistic Merit. At the time of its 50th anniversary, consistent with this ongoing mandate, the Arts Endowment is conducting a few targeted explorations intended to support a creative and sustainable future for the arts. One of these – under the working name of “Creative 2016” – is a systems map documenting the current conditions underpinning creative activity in the United States.

### Creative 2016

This mission of the Arts Endowment is: To strengthen the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation. By mapping the creative ecosystem, Creative 2016 will bolster our national understanding of the trends, opportunities and obstacles affecting creativity across fields of endeavor as diverse as the arts, fashion design, technology innovation, culinary arts, scientific innovation, computer gaming, making (defined by the White House as funneling ingenuity into amazing projects, developing creative solutions to important problems, and bringing innovations to market), social entrepreneurship and others.

A national discussion about creativity will accompany this mapping process which will tap the insights of experts and thought leaders (i.e. opinion leaders or recognized authorities in a given field) on the topic of creativity and creative fields, but welcome everyone who is engaging in creative work to participate in a national conversation.

Once completed, the map and project data will serve as a resource to support strategic planning, budgeting, and policy development for the public, private and social sectors.

## Program Solicitation

The Arts Endowment seeks a Content Partner for Creative 2016 (the Cooperator).

### **Scope of Work**

The purpose of this Program Solicitation is to select a Cooperator to help plan, coordinate, and implement a mapping of the creative ecosystem in the United States (Creative 2016). This work will be undertaken in close coordination with the Arts Endowment.

Working closely with the NEA Project Director, the Cooperator will:

- Draft a Creative 2016 ecosystem map which incorporates both expert perspectives and inputs from the public through a facilitated national conversation to be conducted through social media, traditional media, conference presentations, and convenings. The map will be developed in three versions: Map 0.0 (based on input from NEA staff and selected external colleagues), Map 1.0 (Map 0.0 updated to reflect comments solicited through interviews and roundtables), and Map 2.0 (Map 1.0 updated to reflect inputs from a facilitated national conversation).
- Develop content (e.g., articles, blogs, interviews, etc. on the topic of creativity) and facilitate a robust national conversation on creativity to build interest in and contribute perspectives to the creative ecosystem mapping.
- Once the Creative 2016 map is complete, draw insights from the map to serve as the basis for a futuring discussion on the state of creativity in America. (Note: futuring is a systematic process for thinking about, picturing possible outcomes, and planning for the future.)
- Develop additional artistic and creative expressions of the Creative 2016 findings to be determined.

More information can be found under Detailed Requirements below.

### **Detailed Requirements**

The NEA Project Director will be the Arts Endowment's Senior Deputy Chairman. The NEA Project Director will review and approve all aspects of the project for overall quality and completeness throughout the project period, and will determine the format of all required project deliverables.

The Cooperator will:

- Work with the NEA Project Director and other NEA staff (as assigned).
- With the NEA Project Director, refine the project plan and schedule of the overall project, updating as required throughout the project period.
- Maintain detailed and accurate records of activities carried out under the Cooperative Agreement including, but not limited to, expenses incurred.
- Provide the NEA Project Director with project updates, in a mutually agreed upon format, as requested.
- Brief the NEA Senior Management Team as requested.
- Coordinate with other project stakeholders as requested by the NEA Project Director.
- If consultants or vendors are selected by the Cooperator as part of this project, the procurement process must follow the Cooperator's approved written procurement policies. In addition, the Cooperator should be aware of the Uniform Guidance procurement standards described in 2 CFR 200.318. Consultants or vendors engaged by the Cooperator as part of this project will be required to agree that any information gathered will be used only for the purposes spelled out in the Cooperative Agreement. The Cooperator will coordinate and make payment for all travel arrangements of consultants or vendors selected by the Cooperator as part of this project. Engagement of consultants or vendors by the Cooperator as part of this project requires the prior approval of the NEA Project Director.
- As required by the project, the Cooperator may be asked to assist in securing necessary rights, permissions, licenses, and releases.
- Conduct an environmental scan (a.k.a. a landscaping) in order to present to the Arts Endowment:
  - A representative selection of relevant publications and other resources on the state of creativity in the U.S. today.
  - Names and contact information for a diverse set of at least 100 national experts on the topic of creativity and creative fields who may be contacted and invited to participate in interviews or roundtable conversations.
  - Representative examples of the spaces, financing, skills, markets, networks, and other elements of the creative ecosystem.

Once submitted by the Cooperator, and approved by the NEA Project Director, these resources are to be maintained by the NEA Office of Research and Analysis.

- Working with select NEA staff and other experts on the topic of creativity and creative fields to be determined, lead development of Creative 2016 Map 0.0. Deliverable to be prepared in PowerPoint or other format as mutually agreed upon.
- Develop research questions to test Map 0.0 through interviews. Identify 50 national thought leaders on the topic of creativity and conduct individual remote interviews. Provide summary of findings in a format (Word, Powerpoint) to be mutually agreed.
- Design five in-person, 1-day roundtable discussions to test Map 0.0. Select and confirm a diverse set of participants (10 participants per meeting) located within proximity to the meeting location to participate in these roundtables.
- As requested, coordinate with the NEA Project Director and State Arts Agency (SAA) partners on logistics required for the five 1-day roundtables in: Boston, MA; Minneapolis, MN; Omaha, NE; Santa Fe, NM; and Lexington, KY or other locations as determined by the NEA Project Director. SAAs to provide meeting space with AV capabilities, meeting supplies and materials (such as flipcharts, name tags, and pens), and catering, and to assist with extending invitations and other meeting logistics.
- Conduct the five 1-day roundtables to test Map 0.0. Provide summary of findings in a format (Word, Powerpoint) to be mutually agreed upon.
- Based on results of interviews and roundtables develop Creative 2016 Map 1.0. Deliverable to be prepared in PowerPoint or other format as mutually agreed upon.
- Identify existing content on creativity (e.g., articles, blogs, interviews, etc. on the topic of creativity) to be included on the NEA website (arts.gov); identify experts on creativity and creative fields to be invited to contribute content on creativity for a microsite (i.e. a webpage or minisite used to promote specific information) which will host:
  - Creative 2016 Map 1.0.
  - (At the conclusion of the project) Creative 2016 Map 2.0.

Details of microsite to be coordinated with the NEA Office of Public Affairs.

- Facilitate a robust national conversation on creativity to build interest and participation in the creative ecosystem mapping process.

- Develop Creative 2016 Map 2.0. Finalize microsite content (e.g., articles, blogs, interviews, etc. on the topic of creativity). Deliverables to be prepared in format as mutually agreed.
- Draw insights from Map 2.0 to serve as the basis for a futuring discussion on the state of creativity in America. (Note: futuring is a systematic process for thinking about and picturing possible outcomes, and planning for the future.) Develop talking points based upon project findings for the NEA.
- Develop additional artistic and creative expressions of the Creative 2016 findings to be determined.
- No later than 90 days after the completion or termination of the Cooperative Agreement, submit electronically to the NEA's Grants & Contracts Office Final Reports section (and to the NEA Project Director, a Final Descriptive Report (FDR) and a Federal Financial Report (FFR), Standard Form 425.
- Note that any deliverable to be included on the NEA website must be Drupal compatible and in a format approved by the NEA Office of Public Affairs. Final content clearance to be provided by the Office of Public Affairs.

### **Responsibilities of the NEA Project Director**

The NEA Project Director for this Cooperative Agreement will be the NEA Senior Deputy Chairman. He/she will:

- Work with the Cooperator to refine the project plan and schedule on an ongoing basis over the life of the project.
- Act as liaison between Cooperator and NEA Senior Management Team ensuring all aspects of the project are approved by the Office of General Counsel, Office of Public Affairs, the Office of the Deputy Chairman for Management and Budget, and other offices as appropriate.
- Approve the overall quality and thoroughness of all components of the project.
- Work with the Cooperator to develop each iteration of the Creative 2016 Map.
- Review and approve each iteration of the Creative 2016 Map: 0.0, 1.0, and 2.0 for dissemination.
- Work with the Cooperator to identify national thought leaders on the topic of creativity to be interviewed regarding Map 0.0. Review and approve the interview protocols and the Cooperator's interview findings.

- Work with the Cooperator to identify participants for five roundtable discussions regarding Map 0.0, and to develop agendas for the roundtables. Select the locations for the roundtable meetings. Facilitate conversation between the Cooperator and SAAs. Participate in the roundtables. Review and approve the Cooperator's roundtable findings.
- Review and approve all content developed for Creative 2016.
- Review and approve all consultants and vendors who are engaged to participate in this project.
- Review the Cooperator's Creative 2016 Map 2.0 project findings, and proposed discussion topics and talking points on the future of creativity.
- Review and approve all artistic, creative and other expressions of Creative 2016 findings.
- Review and approve project updates and quarterly activity and expenditure reports from the Cooperator.
- Manage interactions among NEA senior management and staff, the Cooperator, the SAAs, and all other stakeholders of Creative 2016.

### Estimated Schedule

The Cooperative Agreement resulting from this Program Solicitation can start no earlier than July 1, 2015. The Arts Endowment will work with the Cooperator to refine dates related to specific project activities before the Cooperative Agreement is finalized. Tasks that the NEA Project Director must approve are noted in the Detailed Requirements Section of this program solicitation.

Planning Phase:	
July 1, 2015	Period of Performance starts.
Ongoing	Cooperator refines detailed work plan with NEA Project Director.
July 2015	Cooperator conducts environmental scan of creativity in the U.S.
August to September 2015	Cooperator leads development of Map 0.0.

July to September 2015	Cooperator proposes interviewees and roundtable participants; prepares for interviews and roundtables.
Conceptualization Phase:	
August to October 2015	Cooperator conducts interviews and summarizes findings.
September to October 2015	Cooperator facilitates 5 roundtables and summarizes findings.
October to December 2015	Cooperator develops Map 1.0.
August to December 2015	Cooperator identifies microsite content; timing of microsite launch to be determined.
Engage the Crowd Phase:	
January to September 2016	Cooperator facilitates national conversation about creativity.
Envision the Future Phase:	
July 2016	Cooperator develops Map 2.0 and corresponding microsite content.
August 2016	Cooperator draws insights from Map 2.0 to serve as the basis for a futuring discussion on the state of creativity in America. Develop talking points based upon project findings.
August to December 2016	Cooperator develops additional artistic and creative expressions of the Creative 2016 findings.
December 31, 2016	Period of Performance ends.
March 30, 2017	Cooperator's final report due to NEA.

### **Cooperative Agreement Amount**

The Arts Endowment expects to award one Cooperative Agreement of up to \$250,000, contingent upon the availability of funds.

This Cooperative Agreement does not require matching funds. However, any project costs the Cooperator may incur beyond the amount above must be covered from sources other than the NEA.

An organization may not receive more than one Arts Endowment award for the same costs during the same or an overlapping period of performance. In addition, different awardees may not receive federal funds for the same project costs during the same or an overlapping period of performance.

### **Period of Performance**

This Cooperative Agreement will begin no earlier than July 1, 2015, and end on December 31, 2016.

### **Applicant Eligibility**

Eligibility for this Cooperative Agreement is limited to nonprofit, tax-exempt 501(c)(3), U.S. organizations. To be eligible, the applicant organization must:

- Meet the Arts Endowment's "**Legal Requirements**" at the time of application.
- Have submitted acceptable Final Report packages by the due date(s) for all Arts Endowment award(s) previously received.

An organization may submit only one proposal under this program solicitation.

You may apply to other Arts Endowment funding opportunities, including Art Works and Our Town, in addition to this program solicitation. In each case, the request must be for a **distinctly different project**.

### **How to Prepare and Submit an Application**

You are required to submit your application electronically through Grants.gov, the federal government's online application system. **The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on May 31, 2015.** We strongly recommend that you submit at least 10 days in advance of the deadline to give yourself ample time to resolve any problems that you might encounter.

Before you submit through Grants.gov for the first time, you must be registered. This is a multi-step process for which you should allow at least two weeks. Registration must be completed before you can apply. See "**Get Registered**" for details. If you have already registered with Grants.gov, renew/verify your registration with Grants.gov and make sure that all of your information is current before you apply. See "How to Prepare and Submit an Application" on pages 11-22 for further instructions.

### **Application Review**

Proposals will be reviewed on the basis of the following criteria:

The **artistic excellence** and **artistic merit** of the project, which includes the:

- Experience in administering similar projects.
- Qualifications of the project personnel.
- Demonstrated understanding of systems mapping, futuring, and foresight.
- Demonstrated experience in strategic consulting and developing frameworks or models which express complex subjects simply.
- Quality of similar projects administered by the applicant in the past.
- Demonstrated experience working in creative fields and on the topic of creativity.
- Ability to develop rich and diverse project content beyond the map itself.
- Ability to carry out the project on time and within budget.

**Objective:** Through the Creative 2016 project the Arts Endowment intends to achieve the following objective: **Understanding:** *Evidence of the value and/or impact of the arts is expanded and promoted.*

All applications are reviewed by an advisory panel. Panel recommendations are forwarded to the National Council on the Arts, which then makes recommendations to the Chairman of the National Endowment for the Arts. The Chairman reviews the Council's recommendations and makes the final decision on all federal financial assistance awards. It is anticipated that applicants will be notified of award or rejection in June 2015

NOTE: All recommended NEA applications undergo a review to evaluate risk posed by the applicant prior to making a federal award. This may include past performance on grants, meeting reporting deadlines, compliance with terms and conditions, audit findings, etc.

### **Travel Policy**

Travel costs – including lodging, meals, and incidental expenses – must be reasonable and allowable in accordance with 2 CFR Part 200.474 as applicable. These costs must not exceed:

- Travel charges normally allowed by the applicant's institutional policy. (The selected organization must submit a copy of this policy, if it exists, to the Arts Endowment Grants & Contracts Office before a Cooperative Agreement can be finalized.)
- In the absence of an institutional policy on travel costs, costs established in the government-wide Federal Travel Regulation.

No federal funds can be used to support federal staff or National Council on the Arts members' travel.

## **Award Administration**

### **Crediting Requirement**

The Cooperator must clearly acknowledge support from the National Endowment for the Arts in all material related to this project. The Arts Endowment may provide the Cooperator with specific requirements for this acknowledgment.

### **General Terms and Conditions**

National Endowment for the Arts Cooperative Agreements are subject to the [General Terms and Conditions for Grants and Cooperative Agreements to Organizations](#).

### **Agency Contacts**

If you have questions about programmatic requirements, contact:

Laura Callanan  
NEA Senior Deputy Chairman  
202/682-5415  
[callananl@arts.gov](mailto:callananl@arts.gov)

If you have questions about administrative or technical requirements, contact:

Nicki Jacobs  
Director, NEA Grants & Contracts Office  
202/682-5403  
[jacobsn@arts.gov](mailto:jacobsn@arts.gov)

REMINDER: If you have questions about your Grants.gov registration or the mechanics of getting your application through the Grants.gov system, you should contact Grants.gov, not the Arts Endowment. Call the Grants.gov help desk at 1-800-518-4726, e-mail [support@grants.gov](mailto:support@grants.gov), or consult the information posted on the Grants.gov website at [Support](#). The Grants.gov Contact Center is available 24 hours per day, seven days a week.

### **Reporting Burden**

The public reporting burden for this collection of information is estimated at an average of 20 hours per response including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The Arts Endowment welcomes any suggestions that you might have on improving its Program Solicitations and making them as easy to use as possible. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: webmgr@arts.gov, attention: Reporting Burden. Note: Applicants are not required to respond to the collection of information unless it displays a currently valid U.S. Office of Management and Budget (OMB) control number.

\* \* \* \* \*

OMB No. 3135  
Expires 11/30/2016

## **Apply Electronically Through Grants.gov**

Organizations are required to submit their applications electronically through Grants.gov, the federal government's online application system.

**The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on May 31, 2015.** We strongly recommend that you submit at least 10 days in advance of the deadline to give yourself ample time to resolve any problems that you might encounter. The Arts Endowment will not accept late applications.

## **Register or Renew/Verify Your Registration with Grants.gov**

**NOTE: Applicants are required to change their Grants.gov passwords every 60 days. See [www.grants.gov](http://www.grants.gov) for more details on requirements for Usernames and Passwords.**

**It is your organization's responsibility to create and maintain a regularly updated registration with Grants.gov.** This includes registration with the **System for Award Management (SAM)**, where your organization's information must be renewed annually. **Finalize a new or renew an existing registration at least two weeks before the application deadline.** This should allow you time to resolve any issues that may arise

with Grants.gov or SAM. Failure to comply with these requirements may result in your inability to submit your application.

If your organization is not yet registered, go to Grants.gov's **[Get Registered](#)**. **Allow a minimum of two weeks for this multi-step, one-time process.** If your organization already has registered, **renew your registration with SAM and verify that your registration with Grants.gov is current.**

If you have problems with registration:

- SAM Federal Service Desk: Call 1-866-606-8220 or see the information posted on the SAM website at [SAM User Help](#).
- Grants.gov Contact Center: Call 1-800-518-4726, e-mail [support@grants.gov](mailto:support@grants.gov), or consult the information posted on the Grants.gov website at [Support](#). The Grants.gov Contact Center is available 24 hours a day, 7 days a week.

Maintain documentation (with dates) of your efforts to register or renew at least two weeks before the deadline.

You do not need to complete the registration process to download the application package and begin to prepare your material (see below). However, you will need your Grants.gov Username and Password that you obtain during the registration process to submit your application.

Registration Tips:

- **Register early.** Registration is by far the hardest part of the whole process. Don't put it off to the last minute. Grants.gov advises that registration usually takes up to 5 business days but it can take longer; we recommend that you allow at least two weeks. For help, call the Grants.gov Contact Center at 1-800-518-4726, e-mail [support@grants.gov](mailto:support@grants.gov), or consult the information posted on the Grants.gov website at [Support](#). The Grants.gov Contact Center is available 24 hours a day, 7 days a week.
- **Be extremely careful when entering your registration information and make sure your information on file with the entities involved is correct and consistent.** In the second step of the registration process, your information will be validated with the IRS and Dun & Bradstreet (D&B). If your information doesn't match exactly -- like having a comma in your organization's name on file with the IRS, but not with D&B -- it can snag your registration.
- **Make sure your registration information is up to date.** Your organization's System for Award Management (SAM) registration -- part of the Grants.gov registration process -- must be renewed every year. SAM will alert your organization's SAM Point of Contact when it is time for renewal. You can check your current SAM registration status by entering your DUNS number at "[Search SAM](#)" at [www.sam.gov](http://www.sam.gov). Also verify your registration with Grants.gov and make sure it is current before you apply, especially if your e-mail address has changed.

- **Even if you aren't registered, you can work on an electronic application.** While you need to be registered in order to submit an application, you don't need to be registered (or an AOR) in order to work on one.

Creating your application:

- **Review the Grants.gov software requirements.** You must have a version of Adobe Reader that is supported by Grants.gov installed on your computer in order to access, complete, and submit applications. Non-compatible versions of Adobe Reader or other Adobe products will lead to errors and prevent you from submitting your application. If more than one computer will be involved in the preparation of the application package, ensure that the same version of Adobe Reader is used.
- **Yes, the DUNS is important.** The DUNS you enter on the SF-424 form must match exactly the DUNS you used when you registered with SAM. If it doesn't match -- even if you just transpose two digits -- we won't get your application because the Grants.gov system will kick it back to you. If your organization has more than one DUNS (many do), make sure you're using the right one for applying via Grants.gov.
- **You're the only one who can ensure that your application is complete.** Yes, the Check Package for Errors function on the forms will tell you if you missed a required field but it can't tell you if your application was validated and accepted by Grants.gov. See below.

Submitting your application:

- Submit your application **no later than 10 days** prior to the deadline to give yourself ample time to resolve any problems that you might encounter. You take a significant risk by waiting until the day of the deadline to submit.
- **Just because Grants.gov received your application doesn't mean it's been accepted.** Ensure that your application was validated and accepted by the Grants.gov system. Go to **Track My Application** to track the validation and progress of your application submission through Grants.gov. There are several reasons applications may not be validated. Maybe there was a problem with the DUNS (see above). Bottom line: Don't wait until just before the deadline to submit. If you turn off your computer right after submitting, you may not learn the application was kicked back until too late. Give yourself some extra time to make adjustments and resubmit, if necessary.
- **Sometimes the problem isn't Grants.gov or you, it's your computer.** You'll need to work with your own IT administrator to fix the problem. It may be due to the presets on your computer or your Internet Service Provider. If your IT administrator isn't available, just try submitting from another computer and see if that works. Another reason to submit early!

**Download the Application Package**

1. Verify your software.

**You must have a version of Adobe Reader that is supported by Grants.gov installed on your computer before you download your application package from Grants.gov.** Non-compatible versions of Adobe Reader or other Adobe products will lead to errors and prevent you from submitting your application. If more than one computer will be involved in the preparation of the application package, ensure that the same version of Adobe Reader is used.

Please go to "**Recommended Software**" to see the compatible versions of Adobe Reader or to download and install Adobe Reader.

2. Access the application package on Grants.gov by clicking on the link below:

**DOWNLOAD**

[Funding Opportunity Number: NEAPS1502]

This will bring you to the "Selected Grant Applications for Download" screen.

Download the application package and follow the instructions below. **It is not necessary to download the instructions from Grants.gov as you will merely be directed back to the instructions in this document.**

3. When you download the application package, the Grants.gov "Grant Application Package" screen will open. Click on the "Save" button and **save the application package to a location on your computer or network where you can find it readily.** Save your application each time that you work on it. You will get the message: "The File already exists. Replace existing file?" Click "Yes" to ensure that you always save the most recent version.
4. You can access each Mandatory form by clicking on it OR you can scroll down your screen and you will come to each form in succession.

The three forms are:

- **Application for Federal Domestic Assistance/Short Organizational Form (SF-424)**: This form asks for basic information about your organization and project. Complete this form first. Data entered here will populate fields of other forms where possible. Instructions for completing this form begin on page 15.
- **Project/Performance Site Location(s) Form**: This form collects information about the primary site location where the project will be performed. Instructions for completing this form begin on page 18.

- **Attachments Form:** This is not a form in the conventional sense, but rather a place to attach additional items (e.g., your application narrative and the Project Budget Form) that must be included for your Grants.gov application package to be considered complete. Instructions for completing this form begin on page 20.

### Submit Your Electronic Application

1. Check the size of your electronic application. The total size should not exceed 10 MB.
2. To begin the submission process, click the "**Save & Submit**" button. [This button will not become active (and turn from light to dark gray) until you have saved your application with all required fields completed. Clicking this button will prompt you to save your application package one last time. When asked if you want to replace the existing file, click "Yes." You will then be reconnected to Grants.gov and the Internet.] **You will be prompted to provide your Grants.gov Username and Password that you obtained during registration.**
3. Click the "**Login**" button. This will bring you to the "Application Submission Verification and Signature" screen, which provides a summary of the Funding Opportunity for which you are applying. Click the "Sign and Submit Application" button to complete the process. **Be certain that you are satisfied with your application before you click this button. No revisions to your application are possible through Grants.gov once it is submitted.**

If you have difficulty submitting, go to **Adobe Reader Error Messages** or **Applicant Resources** for several tools and documents to help you.

4. Ensure that your application was validated and accepted by the Grants.gov system. Go to **Track My Application** to track the validation and progress of your application submission through Grants.gov.

### Application Instructions

For a complete application, follow Steps 1-3 below:

#### Step 1: Fill out the Application for Federal Domestic Assistance/Short Organizational Form (SF-424)

**NOTE:** All asterisked (\*) items and yellow fields on this form are required and must be completed before you will be able to submit the form. Do not type in all capital letters when completing the form. Enter information directly into the form. Do not copy from an old application package or another document and paste into the form.

1. Name of Federal Agency: Pre-populated.

2. Catalog of Federal Domestic Assistance Number: Pre-populated.

3. Date Received: This will be filled automatically with the date that you submit your application; leave blank.

4. Funding Opportunity Number: Pre-populated.

5. Applicant Information:

a. Legal Name: Enter the legal name of your organization as it appears in the current IRS 501(c)(3) status letter or in the official document that identifies the organization as a unit of state or local government, or as a federally recognized tribal community or tribe. (Do not use your organization's popular name, if different.)

b. Address:

Use Street 1 for your street address or post office box number, whichever is used for your U.S. Postal Service mailing address. Street 2 is not a required field and should be used **only** when a Suite or Room Number or other similar information is a necessary part of your address. Do **not** use Street 2 to give a second address for your organization.

In the Zip/Postal Code box, enter your **full 9-digit zip code that was assigned by the U.S. Postal Service.** (You may look it up at [www.usps.com/zip4/](http://www.usps.com/zip4/).)

d. Type of Applicant: Select the item that best characterizes your organization from the menu in the first drop down box. Additional choices are optional.

e. Employer/Taxpayer Identification Number (EIN/TIN): Enter the 9-digit number that was assigned by the Internal Revenue Service; do not use a Social Security Number.

f. Organizational DUNS: All organizational applicants for federal funds must have a DUNS number, which is recognized as the universal standard for identifying organizations worldwide. **The number that you enter here must agree with the number (either 9 or 13 digits) that you used with the SAM (System for Award Management) as part of the Grants.gov registration. Otherwise, your application**

**will not be validated by Grants.gov and will be rejected.**

g. Congressional District: Enter the number of the Congressional District where the applicant organization is located. Use the following format: 2 character State Abbreviation-3 character District Number. For example, if your organization is located in the 5th Congressional District of California, enter "CA-005." If your state has a single At-Large Representative or your territory has a single Delegate, enter your two-digit state/territory abbreviation and "-000." If you need help determining your district, go to [www.house.gov](http://www.house.gov) and use the "Find Your Representative" tool.

**6. Project Information:**

a. Project Title: Enter Creative 2016.

b. Project Description: Provide a two or three sentence summary description.

Please note:

This field on the form has a character limit of 1,000. Even if you have less than 1,000 characters, Grants.gov may translate special characters (e.g., apostrophes) in a way that will cause your application to be rejected. This can happen if you copy from an old application package or another document and paste into the form. We strongly encourage you to write a succinct project description and double check the number of characters.

c. Proposed Project Start Date/End Date: Enter a start date no earlier than July 1, 2015. Your project may extend for up to 18 months.

**7. Project Director:**

Provide the requested information for the Project Director. Select a Prefix (e.g., Ms., Mr.) even though this is not a required field. Provide contact information, including an e-mail address that will be valid throughout the proposed period of performance.

**8. Primary Contact/Grant Administrator:**

Provide the requested information for the individual who should be contacted on all matters involving this application and the administration of any Cooperative Agreement that may be awarded. Select a Prefix even though this is not a required field.

**If this individual is the same as the Project Director, you may check the "Same as Project Director" box and not repeat information that you have already provided in Item 7. (If the Primary Contact/Grant Administrator is the same as the Authorizing Official, please complete all items under both 8 and 9 even though there will be some repetition.)**

9. Authorized Representative:

Enter the requested information for the AOR (Authorized Organization Representative) who will be submitting this application to Grants.gov. Select a Prefix even though this is not a required field. The AOR must have the legal authority to obligate your organization. By clicking the "I Agree" box at the top of Item 9, this individual will be certifying compliance with relevant federal requirements on your organization's behalf. (These requirements can be found in the "**Assurance of Compliance**" section.) The "Signature of Authorized Representative" and "Date Signed" boxes will be populated by Grants.gov upon submission of the application.

**Step 2: Fill out the Project/Performance Site Location(s) Form**

**NOTE:** All asterisked (\*) items and yellow fields on this form are required and must be completed before you will be able to submit the form. Do not type in all capital letters when completing the form. Enter information directly into the form. Do not copy from an old application package or another document and paste into the form.

This form collects information about the primary site, as well as additional sites, where project activity will take place. In most -- but not all -- cases, the primary site will be the address of the applicant organization. If a portion of the project will be performed at any other site(s), identify the site location(s) in the additional block(s) provided. Use up to 29 additional blocks as required (one for each site). Your responses will not be a factor in the review of your application.

For the Organization Name:

Enter the name of the organization where the activity will take place. This may be the applicant organization or another organization. The remaining fields in a block (e.g., DUNS number) are associated with the organization where the activity will take place.

For the Project/Performance Site Congressional District:

Use the following format: 2 character State Abbreviation-3 character District Number. For example, if the organization is located in the 5th Congressional District of California, enter "CA-005." If the project directly impacts all districts in a state, enter "all" for the district number. For example: "MD-all" for all Congressional districts in Maryland. If nationwide (all districts in all states), enter "US-all." If the state has a single At-Large Representative or the territory has a single Delegate, enter your 2 character state/territory abbreviation and "-000." If the project is outside the U.S., enter "00-000." If you need help determining a district, go to **www.house.gov** and use the "Find Your Representative" tool.

### Step 3: Complete and Attach Required Items to the Attachments Form

This "form" is not a form in the conventional sense. Rather, it is a place to attach documents that you have completed and saved elsewhere on your computer.

Several important points:

1. Attachments 3 is a fillable form; you will find link to find it. This form can be filled in, saved to your computer, and attached without the need for special software or conversion to PDF.

Please be sure you are using Adobe Reader (version 9 or higher) when filling out our PDF forms.

Note to Mac users: Your computer may be set to open PDF files using Preview (you can tell which program is being used to view a PDF file by looking at the left-most item in the menu bar). Please verify that you are using Adobe Reader and not Preview. If you don't have Adobe Reader installed, you can download it here: <http://get.adobe.com/reader/>.

2. All other attachments are documents (e.g., narratives, bios) that you will develop in accordance with the instructions provided. **These items must be submitted as PDF (portable document format) files.**

**Do not create PDFs of your electronic documents by scanning.** In the past, some applicants have printed their electronic documents and then scanned them, saving the scan in PDF format. PDFs created this way are much larger, and of lower quality, than PDFs created by the methods we recommend. **Do not embed non-printable media files (video and/or sound) in your PDF documents.**

Static images (e.g., pictures) are acceptable. Please do not enable any document security settings or password-protect any PDF file you submit to us.

3. No attachment should be more than 2 MB. For non-form documents, label pages clearly with the name of the item (e.g., Application Narrative) and your organization's legal name. **Leave a margin of at least one inch at the top, bottom, and sides of all pages. Do not reduce type below 12 point font size.** Do not type in all capital letters. Within each attachment, number pages sequentially; place numbers on the bottom right hand corner of each page. **Excess pages will be removed and not be reviewed.**
  
4. **Name your files as indicated below and attach them in the proper order.** Limit file names to 50 or fewer characters and use only the following characters when naming your attachments: A-Z, a-z, 0-9, underscore (\_), hyphen (-), space, and period. If you do not follow this rule, your application may be rejected. Please note that you cannot change the name of a file on the Attachments Form. Therefore make certain that each file is named correctly **before** you attach it.

When you open the Grants.gov Attachments Form, you will find 15 attachment buttons. By clicking on a button, you will be able to choose the PDF file from your computer that you wish to attach. Please attach the proper file to the proper button as listed below.

## The Attachments

**ATTACHMENT 1:** To this button attach a **narrative** (no more than 5 pages in length) that addresses the points below. The file name should indicate the name of your organization or a recognizable acronym followed by "Narrative" (e.g., "ABCOrgNarrative").

The information that you provide will be reviewed in accordance with the "Review Criteria" for this initiative. Please organize your response a), b), c), etc., and use the boldfaced language below as a heading for each item.

- a) Your organization's **mission and principal activities.**
- b) Your organization's **experience** in the following areas:
  - Administering projects related to the fields of arts and creativity (inclusive of fields such as: game design, fashion industry, culinary arts,

architecture, entrepreneurship/social entrepreneurship, scientific and medical research, technology innovation, and social innovation).

- Working cross-sector and nationally.
- Engaging a diverse set of problem-solvers in an inclusive and participatory way.
- Management consulting (e.g., conducting structured interviews and focus groups, developing frameworks or models that express complex ideas simply, and making targeted recommendations).
- Identifying and interpreting trends, undertaking scenario planning, applying futuring and foresight techniques.
- Developing systems maps with easy to understand and compelling visuals.

- c) **Proposed project activities.** Be as specific as possible. Describe your plans for accomplishing all aspects of the project as detailed in the Scope of Work/Detailed Requirements section of this Program Solicitation. Discuss any proposed consultants, partners, or special resources that might be needed.
- d) Describe your approach to producing a range of **arts-based, content-rich and interactive project deliverables** that will support a national conversation on the creative ecosystem. Provide examples of similar work from past projects.

**ATTACHMENT 2:** To this button, attach **brief bios** for the key personnel to be involved in the project. The file name should indicate the name of your organization or a recognizable acronym followed by "Bios" (e.g., "ABCOrgBios").

**ATTACHMENT 3:** To this button, attach the completed **Project Budget Form**, Parts 1 and 2 [[Word](#) | [PDF](#) | [Instructions](#)]. The file name should indicate the name of your organization or a recognizable acronym followed by "Budget" (e.g., "ABCOrgBudget").

You may request an award amount of up to \$250,000.

**ATTACHMENT 4:** To this button, attach any additional supporting information that you think necessary. (Optional)

You may attach a PDF with web links to relevant materials. In this case, list the URL for the page to be shown and include any necessary navigation paths and any information on required plug-ins. Do not submit a website that requires a password. Do not submit a link to site that requires material to be downloaded (e.g., Dropbox). The file name should indicate the name of your organization or a recognizable acronym followed by "SupportInfo" (e.g., "ABCOrgSupportInfo").

Leave all remaining Attachment buttons blank.

If you try to view an attachment by clicking the "View Attachment" button on the Attachments Form but are unsuccessful, check the bottom of the screen for the message: "Pop-ups were blocked on this page." If you see this message, press "Ctrl" and "View Attachment" to see the attachment.